

ABSTRACT OF THE DISCLOSURE

An image display apparatus of the present invention includes an image display unit and an image reproduction module that generates display video data, which is to be displayed on the image display unit. The image reproduction module has an image transition controller that uses a predetermined image selection mask to process a first image and a second image and thereby generate the display video data in the case of changing display on the image display unit from the first image to an image including the second image in at least part of a display area of the first image. The image transition controller includes: a storage module that stores therein the first image, the second image, and a base selection mask having an image area of a smaller size than the at least part of the display area; and a selection mask conversion module that converts the base selection mask into the image selection mask having an image area of an identical size with the at least part of the display area. This arrangement ensures high-speed image transition.